

Message Text

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21

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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P R 141050Z JUN 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 2180

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 2511

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: APPAREL PRESENTATION (JEEP),
JUNE 11-13, 1974

1. NAME OF EXHIBITION: APPAREL PRESENTATION (JEEP).
2. PLACE AND DATE: US TRADE CENTER FOR SCANDINAVIA,
STOCKHOLM, JUNE 11-13, 1974.
3. NUMBER OF EXHIBITORS: 5 (1 NTM, 4 NTE (NTM)).
4. TOTAL SALES: \$120,250 OF WHICH
A. NTE/NTM
 1. FLOOR SALES: \$10,250
 2. 12 MONTH PROJECTIONS: \$120,000
5. NUMBER OF EXHIBITORS SEEKING REPRESENTATIVES: 5
6. NUMBER OF REPRESENTATIVES APPOINTED DURING EXHIBITION: 2
7. NUMBER OF REPRESENTATIVES EXPECTED TO BE SIGNED IN FOLLOWING
12 MONTHS: 8

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IM NUMBER OF REGISTERED VISITORS: 127

9. SUCCESS STORIES:

A. MR. HOWARD SEEGAR, GOLD STAR HAT AND CAP CO., INC
GOLD STAR SELLS SPORT HATS AND ADVERTISING NOVELTY HATS.
MR. SEEGAR APPOINTED AN AGENT, SOLD \$1,250 AND PROJECTS
\$25,000 IN SALES OVER NEXT TWELVE MONTHS. "HELP RECEIVED
FROM SWEDEN STAFF HAS BEEN EXCEPTIONAL. TOTAL COOPERATION
GIVEN TO ME AND ASSISTANCE RENDERED HAS BEEN OF GREAT
VALUE. DUE TO STAFF HELP I WILL CONTINUE ON MY EXPORT
VENTURE AFTER LEAVING STOCKHOLM".

B. ROBERT MINCOW, PRES., SUZ-ETTE FASHIONS, INC., A MANU-
FACTURER OF LADIES COATS, PROJECTS SALES OF \$50,000 DURING
THE NEXT YEARS. HE COMMENTED: "I HAVE INTERVIEWED FIVE
POTENTIAL AGENTS OF WHICH THREE SEEM VERY FAVORABLE....
I MUST TAKE THIS OPPORTUNITY TO EXPRESS THE EXCELLENT
COOPERATION OF THE TRADE CENTER STAFF AND THE KNOWLEDGEABLE
GUIDANCE AND ASSISTANCE...OF COURSE I WOULD LIKE TO BE
GOING HOME WITH BIG ORDERS, BUT I GUESS YOU CAN'T HAVE
EVERYTHING."

10. STC EVALUATION WILL FOLLOW BY AIRGRAM. STRAUZ-HUPE

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NNN

Message Attributes

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30 JUN 2005

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